

PETER JONES'
ENTERPRISE AND ENTREPRENEURSHIP


Specsavers

Unit 10: Market research & Analysis

Complete unit


fppt.com



Task 1: 

Marketing:

stel eerst vast wat de consument wil en wat uzelf als optiekbedrijf wil verdienen, maak daarna een product of dienst dat aansluit op die consumentenwensen, plak er een prijs op die de consument bereid is te betalen, breng het op die plaatsen waar de consument bereid is het op te halen of te gebruiken, en zorg ervoor dat de consument goed is geïnformeerd en wordt gestimuleerd om in te gaan op uw unieke propositie.





Task 1:



Marktgericht werken:

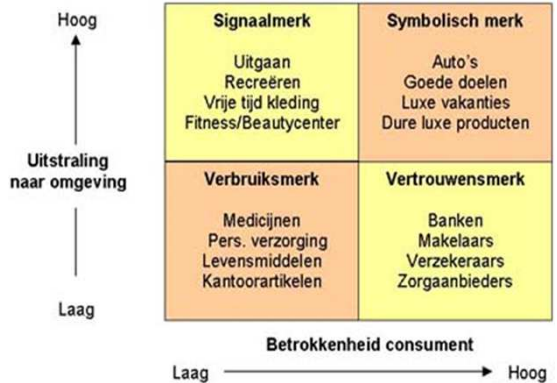
Weten wie de klanten zijn, wat de klanten willen, daar zo goed mogelijk rekening mee houden en als ondernemer daarbij een unieke positie kiezen.



Task 1:



Merkmotivatie:



Task 1:

Specsavers

Specsaversmix:

S = Solutions

I = Information

V = Value (for money)

A = Access

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Task 2:

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Research:

Primary Research

- Questionnaires
- Focus Groups
- User Groups
- Postal Surveys
- Telephone Surveys
- Customer Interviews
- Test Markets
- Technology - Internet feedback

Secondary Research

- Internal Sources**
 - Company Accounts
 - Internal Reports and Analysis
 - Stock Analysis
 - Retail data - loyalty cards, till data etc
- External Sources**
 - Gov't Stats (ONS)
 - EU - Euro Stat
 - Trade publications
 - Commercial Data - Gallup, Mintel etc
 - Household Expenditure Survey

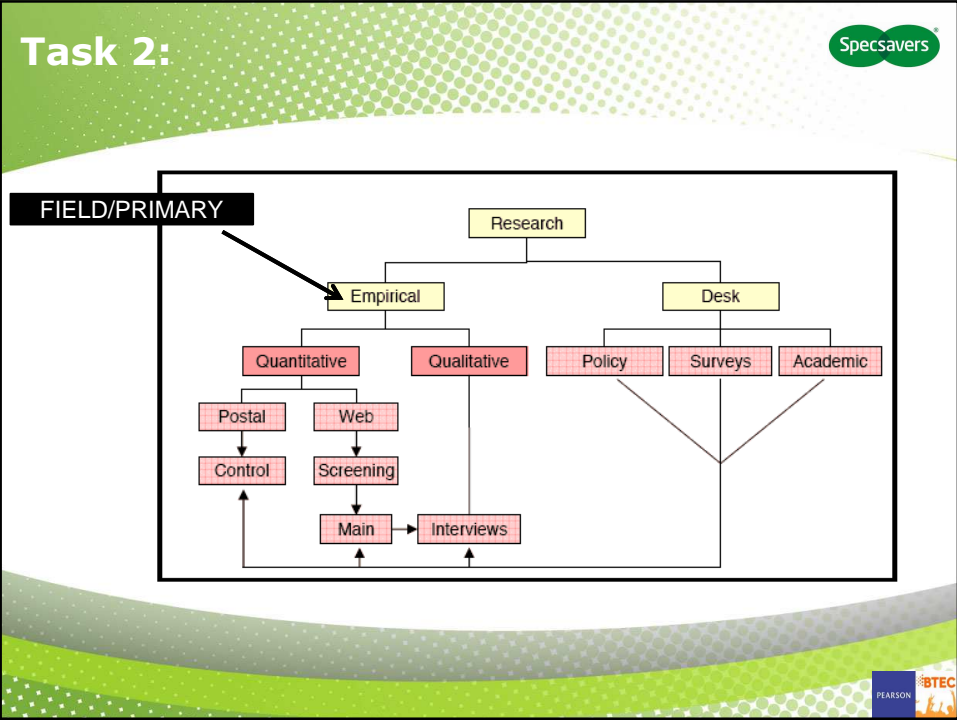
Purpose

- Size of market
- Market Trends
- Forecasting
- Planning
- Evaluation of Strategies/Promotion
- Assessing Marketing Mix
- Identifying market segments
- Identifying consumer needs
- Identifying Competition
- Identifying Opportunities/gaps in the market
- Reduce Risk

Sampling Methods

- Random Samples
- Stratified or Segment Random Sampling
- Quota Sampling
- Cluster Sampling
- Contact or 'Snowball' Sampling
- Multi-Stage Sampling

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Task 2: Specsavers

Qualitative research	Quantitative research
Inductive	Deductive
Subjective	Objective
Impressionistic	Conclusive
Holistic, interdependent system	Independent and dependent variables
Purposeful, key informants	Random, probabilistic sample
Not focused on generalization	Focused on generalization
Aims at understanding, new perspectives	Aims at truth, scientific acceptance
Case studies, content and pattern analysis	Statistical analysis
Focus on words	Focus on numbers
Probing	Counting


Source: Based on Patton (1990) and Chisnall (2001)

Table 1. Qualitative versus quantitative research methods

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Task 2: 

Methodology	Qualitative or Quantitative?	Typical Cost	Typical Time	Comments
Secondary Research	Can be either	Typically free or low cost	Short	Usually a great place to start, but often not detailed or specific enough
Surveys	Quantitative	Varies widely. Key costs include participant incentives, survey design, & survey administration	Medium	Excellent for measuring attitudes across a large population and for answering specific questions
Focus Groups	Qualitative	Medium. Key costs include focus group moderation and participant incentives	Medium	Good for exploratory research
Interviews	Qualitative	Similar to focus groups, but can be much cheaper depending on the audience and # of interviews	Short-Medium	Also good for exploratory research, along with deep dives into specific topics
Experiments & Field Trials	Quantitative	Often the most expensive method	Usually Long	Used for scientifically testing specific hypotheses
Observation	Usually Qualitative	Medium, relative to the other options	Medium	Good for measuring actual behavior, as opposed to self-reported behavior



Task 2: 

Research brief:

PREPARING **A MARKET RESEARCH BRIEF**



Task 3:

Statistics:

Zie extra map

Task 4:

Gaps Specsavers (servqual model):

Dimension	Description
Reliability	Ability to perform service dependably and accurately
Assurance	Ability of staff to inspire confidence and trust
Tangibles	Physical facilities, equipment, staff appearance, etc.
Empathy	Extent to which caring, individualized service is given
Responsiveness	Willingness to help and respond to customer need

TASTBAARHEIDEN

- Openingstijden publiekbalie
- Servicevorm wachtstijl publiekbalie
- Aanwezigheid kwaliteitsmedewerker
- % gepersonaliseerde dienstverlening

ZORGAAMHEID

Bijv.: vriendelijkheid baliemedewerker

BETROUWBAARHEID

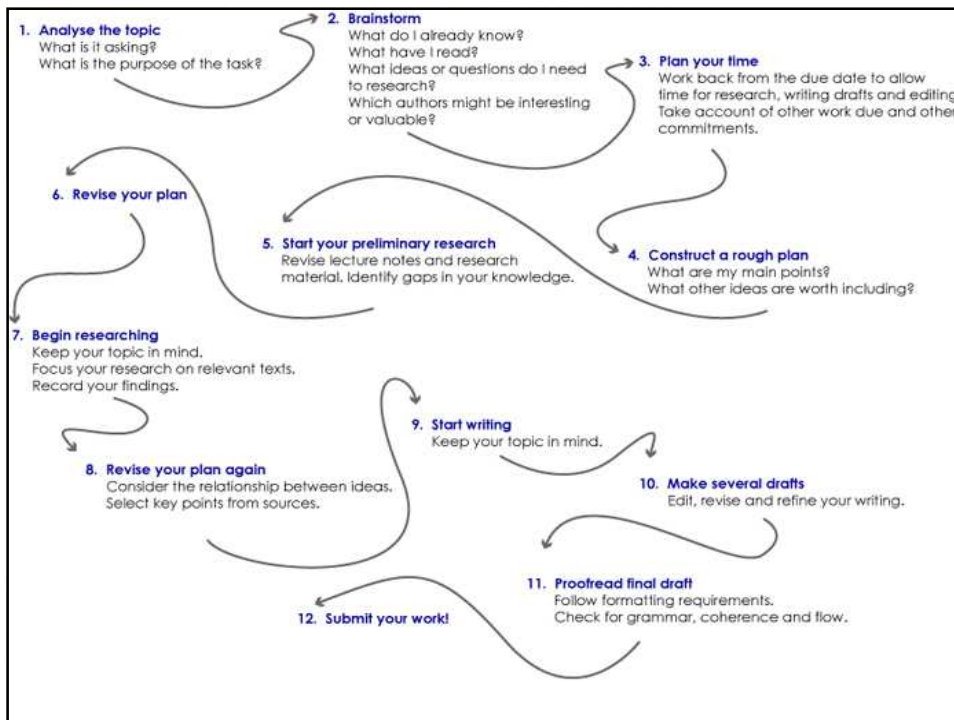
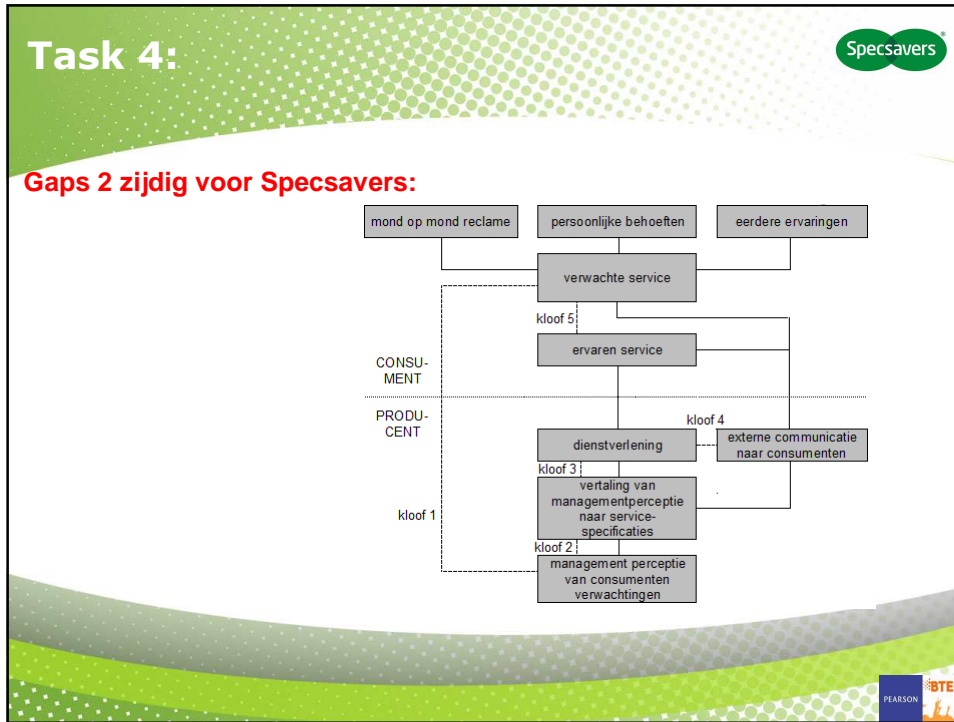
- Gerealiseerde wachttijd publiekbalie

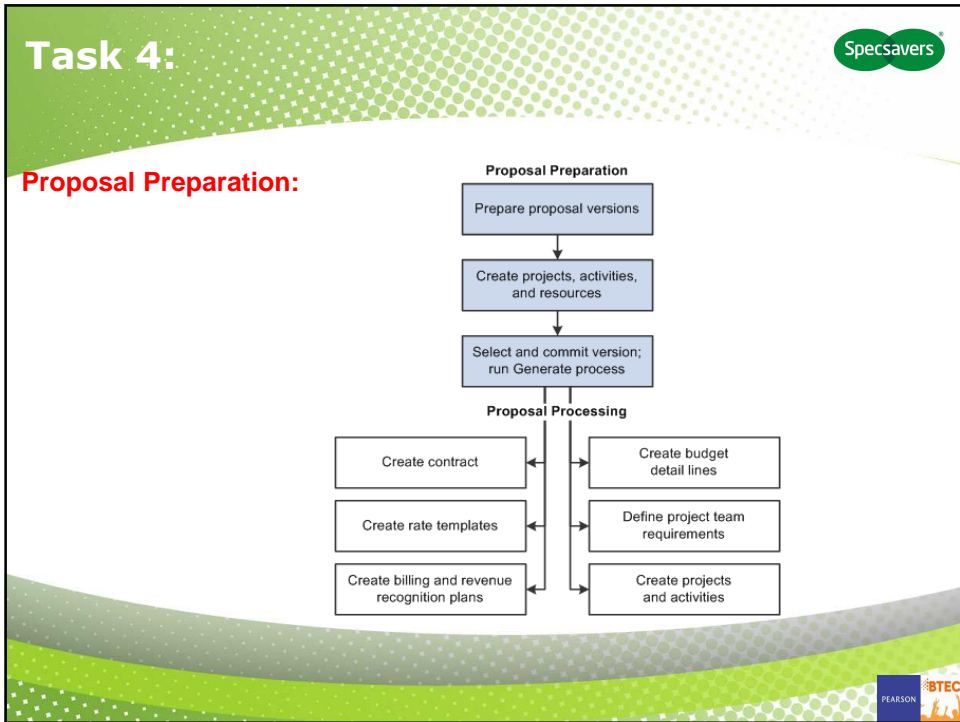
RESPONSIVITEIT

Bijv. tijd en op de juiste manier reageren op wensen van burgers

INLEVEN IN DE KLANT

- Toegankelijkheid website
- Elektronische dienstverlening burgers





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Complete unit Finished / Think about the **deadline**

